


☐ BUFFET


 **Overview**

**Project info**  
Specify an arbitrary project name. This will be used in textual (prose) descriptions of the project.  
**Project name**

1. **Project Info**
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

FIG. 1

☐ BUFFET

 **Overview**


**Data Sources**  
Specify a variety of data feeds from which we will harvest out data. These sources will be used during both training and production.  
**Project name**

1. Project Info
2. **Data Sources**
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

For maximum coverage in our final reports, we wish to harvest from as many different engines and forums as possible.

FIG. 2

☐ BUFFET

 **Overview**

**Product Category**

1. Project Info  
2. Data Sources  
3. **Product Category**  
4. Customer  
5. Competitors  
6. Counter-examples  
7. Criteria Questionna...  
8. Labeling Criteria  
9. Criteria Document  
10. Load messages  
11. Label messages  
12. Compute expecte...  
13. Expected perfor...  
14. Done

Describe the product category that this project focuses on by entering a set of phrases which identify, describe, or are associated with the type of product. Enter one phrase per line.

sports car


Do not enter specific brand names here. You will be asked to do that later.

< Prev      Next >      Exit

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FIG. 3

☐ BUFFET

 **Overview**

**Customer**

1. Project Info  
2. Data Sources  
3. Product Category  
4. **Customer**  
5. Competitors  
6. Counterexamples  
7. Criteria Questionna...  
8. Labeling Criteria  
9. Criteria Document  
10. Load messages  
11. Label messages  
12. Compute expecte...  
13. Expected perfor...  
14. Done

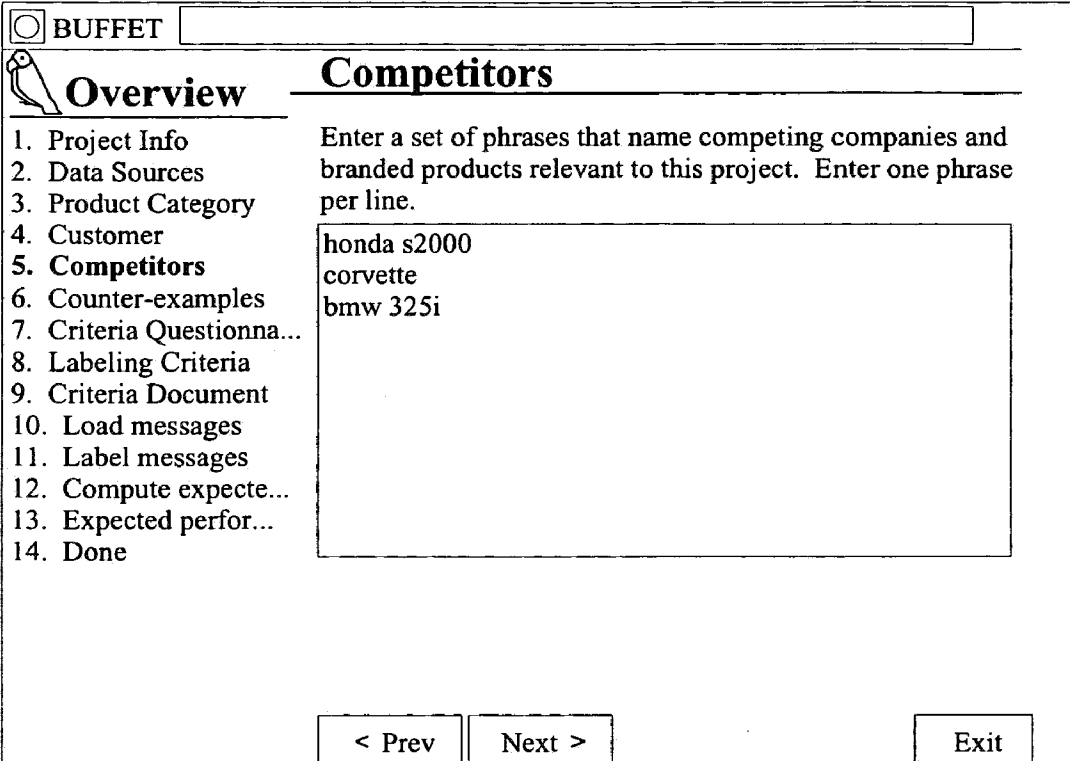
Enter a set of phrases that name the customer and their product

nissan  
350z  
350  
z

< Prev      Next >      Exit

110

FIG. 4



The screenshot shows a software window titled "BUFFET" with a menu bar containing "Overview" and "Competitors". The "Overview" menu is active, displaying a list of 14 items. The "Competitors" screen is the current view, featuring a text input area with the text "honda s2000", "corvette", and "bmw 325i". At the bottom, there are three buttons: "< Prev", "Next >", and "Exit".

☐ BUFFET

**Overview**

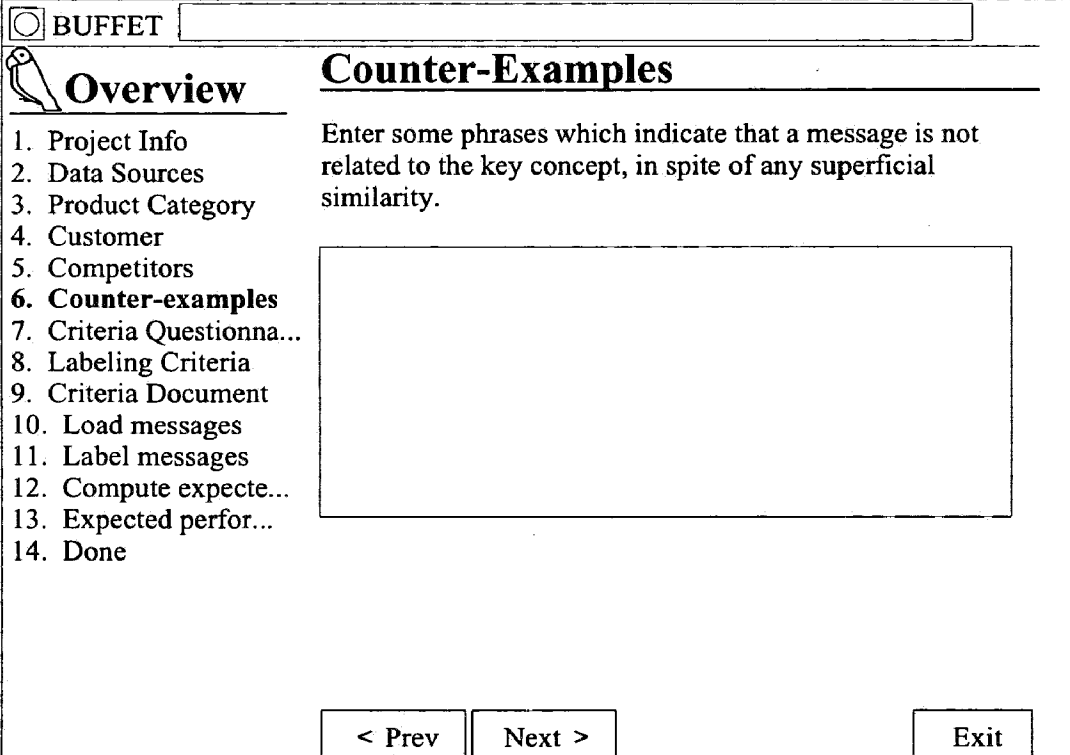
1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. **Competitors**
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Enter a set of phrases that name competing companies and branded products relevant to this project. Enter one phrase per line.

honda s2000  
corvette  
bmw 325i

< Prev    Next >    Exit

FIG. 5



The screenshot shows the same software window titled "BUFFET". The "Overview" menu is still active. The "Counter-Examples" screen is the current view, featuring a large empty text input area. At the bottom, there are three buttons: "< Prev", "Next >", and "Exit".

☐ BUFFET

**Overview**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. **Counter-examples**
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Enter some phrases which indicate that a message is not related to the key concept, in spite of any superficial similarity.

< Prev    Next >    Exit

FIG. 6

☐ Criteria Questionnaire

A usage statement about the product itself

A brand comparison involving the product's price

A usage statement about a feature of the product

A brand comparison involving advertising for the product

A factual description of a news article mentioning the product

A brand comparison involving corporate activity by the company

Project Info

Data Sources

Product Category

Customer

Competitors

Counter-examples

**Criteria Question...**

Labeling Criteria

Criteria Document

Load messages

Label messages

Compute expecte...

Expected perfor...

Done

Please answer a series of questions about what makes messages relevant. You will see several screens of questions depending on your answers.

**Take Criteria Questionnaire**

Proceed with caution if you have already defined criteria. Taking the questionnaire will delete all existing criteria

< Prev

Next >

Exit

120

FIG. 7

120

☐ Criteria Questionnaire

A brand comparison involving the product itself  
A factual description of the product's price

A brand comparison involving a feature of the product  
A factual description of advertising for the product

A casual mention of a news article mentioning the product  
A factual description of corporate activity by the company

relevant ▼

unsure ▼

relevant ▼

unsure ▼

irrelevant ▼

irrelevant ▼

Next >

1. Project Info

2. Data Sources

3. Product Category

4. Customer

5. Competitors

6. Counter-examples

7. Criteria Question...

8. Labeling Criteria

9. Criteria Document

10. Load messages

11. Label messages

12. Compute expecte...

13. Expected perfor...

14. Done

Please answer a series of questions about what makes messages relevant. You will see several screens of questions depending on your answers.

**Take Criteria Questionnaire**

Proceed with caution if you have already defined criteria. Taking the questionnaire will delete all existing criteria

< Prev

Next >

Exit

FIG. 8

☐ BUFFET

**Overview** **Labeling Criteria**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. **Labeling Criteria**
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Edit the labeling criteria that were derived from your questionnaire, and from other additions you have made

**Opinions or comparisons about the product itself are**  
**Descriptions or usage statements about the product it**  
**Opinions or comparisons about the products price are**  
**Opinions or comparisons about a feature of the produ**  
**Descriptions of usage statements about a feature of th**  
**Descriptions, discussions and opinions of a news artic**  
**Mere mentions of a news article mentioning the prod**

◀ [ ] ▶

**Add...** **Edit...** **Delete**

Please make an effort to add at least several key words to each criteria element. This helps BUFFET operationalize your criteria.

< Prev Next > Exit

FIG. 9

☐ BUFFET

**Overview** **Criteria Document**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. **Criteria Document**
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

This creates a human-readable criteria document. Enter a filename, and we will write the document to it.


/home/knigam/silly2.txt **Select**

< Prev Next > Exit

FIG. 10

150  
↙

☐ BUFFET


**Overview**

**Label Messages**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages

At this time, you are encouraged to stop and apply tags to more harvested messages. Ideally, you should label several hundred messages to get best results

**266 messages tagged**

(You can always return to this screen later and tag more messages.)

☐ Analyst Workbench

**File Import Benchmark Target Polarity Topic Phrase**

Project	Import	Exploration	Benchmark	Target	Polarity	Topic	Phrase
<div> <input type="button" value="Summary"/> <input type="button" value="Keywords"/> <input type="button" value="Suggestions"/> <input type="button" value="Properties"/> </div>							

**Project: Pocket PC**

**Harvest: 9320 messages from 229 queries.**

**Benchmark: 400 messages labeled: Quality: 0.836; Consistency: 1.000**

**Target: 1000 messages labeled: Quality: 0.844; Consistency: 0.925**

**Polarity: unknown**

**Topics: unknown**

FIG. 11

# Replacement Sheet

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Title: METHOD FOR DEVELOPING A CLASSIFIER FOR  
CLASSIFYING COMMUNICATIONS  
Inventor: Nigam et al.  
S/N: [new non-provisional application]  
Filed: March 16, 2004  
Docket No: BL055-GN016

<input type="checkbox"/> Analyst Workbench							
<b>File</b>	<b>Import</b>	<b>Benchmark</b>	<b>Target</b>	<b>Polarity</b>	<b>Topic</b>	<b>Phrase</b>	
<b>Project</b>	<b>Import</b>	<b>Benchmark</b>	<b>Target</b>	<b>Polarity</b>	<b>Topic</b>	<b>Phrase</b>	
<b>Summary</b>		<b>Label</b>	<b>Performance</b>				
Subject: Brighthand reviews the Sony CLIE PEG-NZ90				Engine: discussion.brighthand.com			
Date: Tue Feb 04 00:00:00 EST 2003				Forum: Reviews			
From: Covert							
<p>+&gt;</p> <p>+&gt;</p> <p>+&gt;</p> <p>+&gt;</p> <p>+&gt;Originally posted by hepv</p> <p>+&gt;</p> <p>+&gt;Anyway...how come we don't have anyPPC manufactures making these cool multimedia centric devices (niche).</p> <p>We did - they were Casio. Casio pioneered PDA multimedia with its Palm PCs and firstPocket PC, but now they're agree that someone needs to step up and release aPocket PC that has added multimedia value over otherPPC's. I 39xx screen, old E-125/Maestro joypad, removable battery, Zayo speed, etc...), I'd buy it.</p> <p>-----</p> <p>Covert of www.cghm.Bk.com</p>							
View Raw Document				View Logic			
Labelling doc #5 (Unlabelled)							

FIG. 12



